

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-75 (Canceled).

76. (Previously presented) A wireless communication system for use with a wireless communication device and a position location system providing position location data indicating positions of the wireless communication device as the wireless communication device moves, said wireless communication system comprising:

a memory containing a database of user selections,

a processor for receiving the position location data from the position location system and for processing the position location data to determine when the position location data indicates that the wireless communication device becomes in proximity to a certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement when the wireless communication device becomes in proximity to the certain location, and

a transmitter for transmitting the advertisement to the wireless communication device in response to the processing of the position location data determining that the wireless

communication device has become in proximity to the certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement when the wireless communication device becomes in proximity to the certain location.

77. (Previously presented) The wireless communication system as claimed in claim 76, wherein the position location system is the Global Positioning Satellite (GPS) system.

78. (Previously presented) The wireless communication system as claimed in claim 76, wherein the wireless communication device is a cell phone.

79. (Previously presented) The wireless communication system as claimed in claim 76, wherein the memory further contains a database of user purchases including a history of purchases made by the user of the wireless communication device, and wherein the processor is coupled to the memory for accessing the database of user purchases to determine whether or not the history of purchases made by the user of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement to the wireless communication device only when the history of purchases made by the user of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device.

80. (Previously presented) The wireless communication system as claimed in claim 76, wherein the memory further contains a history of positions of the wireless communication device, and wherein the processor is coupled to the memory for accessing the history of positions of the wireless communication device to determine whether or not the history of positions of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement to the wireless communication device only when the history of positions of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device.

Claims 81-87 (Canceled).

88. (New) A wireless communication system for use with a wireless communication device and a position location system providing position location data indicating positions of the wireless communication device as the wireless communication device moves, said wireless communication system comprising:

- a memory containing a database of user selections,
- a processor for receiving the position location data from the position location system and for processing the position location data by repetitively comparing successive ones of the positions of the wireless communication device, as indicated by the position location data, to a

certain location to determine when the position location data indicates that the wireless communication device becomes in proximity to the certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement when the wireless communication device becomes in proximity to the certain location, and

a transmitter for transmitting the advertisement to the wireless communication device in response to the processing of the position location data determining that the wireless communication device has become in proximity to the certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement when the wireless communication device becomes in proximity to the certain location.

89. (New) The wireless communication system as claimed in claim 88, wherein the position location system is the Global Positioning Satellite (GPS) system.

90. (New) The wireless communication system as claimed in claim 88, wherein the wireless communication device is a cell phone.

91. (New) The wireless communication system as claimed in claim 88, wherein the memory further contains a database of user purchases including a history of purchases made by the user of the wireless communication device, and wherein the processor is coupled to the memory for accessing the database of user purchases to determine whether or not the history of purchases

made by the user of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement to the wireless communication device only when the history of purchases made by the user of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device.

92. (New) The wireless communication system as claimed in claim 88, wherein the memory further contains a history of positions of the wireless communication device, and wherein the processor is coupled to the memory for accessing the history of positions of the wireless communication device to determine whether or not the history of positions of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement to the wireless communication device only when the history of positions of the wireless communication device indicates that transmission of the advertisement to the wireless communication device may be of interest to the user of the wireless communication device.